



West Virginia Pharmaceutical Cost Management Council

WebEx Meeting | Monday, 7 July 2008

Agenda

- I. WVRx Presentation and Discussion
- II. Governor's Pharmaceutical Advocate Office Staff Report
- III. Advertising Reporting Rule Presentation and Discussion

For audio, call **1.866.578.5695** and, when prompted, enter code **3045580079**

For video, on computer, go to the World Wide Web address:

<https://www120.livemeeting.com/cc/intercall1>

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West Virginia Pharmaceutical Cost Management Council

WVRx





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Governor's Pharmaceutical Advocate Office Staff Report





Pharmacy Forums

- In discussions with the West Virginia Rural Health Association to do joint meetings in September/October Staff will be working with the WVRHA, the business community and the pharmacy community to make logistical and operational arrangements,
- Outline that was shared last fall will be sent out via email





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PERD Audit

- This audit continues
- As staff has done to date, correspondence will be scanned and shared via email
- Appendices available upon request
- The audit may be completed by August interims





Review of the MMCAP GPO Contract

- Review that the state receives accurate pricing
- That hospital staff use the contract and whether or not it meets their needs





Speaking Engagements

- Scott Padon, Senior Project Manager, will present at the 12th Annual 340b Coalition Conference in Washington, DC next week on West Virginia's 340b efforts. More than 700 people attend this national conference
- Shana Phares, Designated Chair/Acting Pharmaceutical Advocate, will present at the Center for Business Intelligence's Advertising Reporting and Compliance Conference on August 14th in Washington, DC.
- Shana and Scott will present at the West Virginia Primary Care Conference in Wheeling on August 7th on 340b efforts





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Report on the Legislative Rule on Prescription Drug Advertising Expense Reporting

Pharmaceutical Cost Management Council

Initial Presentation of the Reported Data:
Advertising Reporting Rule CSR206-1

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Background

- The Emergency Rule filed on July 13, 2007 and became effective on August 24, 2007
- The Legislative Rule was signed on April 14, 2008
- The Emergency Rule applied to the first reporting period of July through December 2007
- As of July 3, 2008, 111 manufacturers and labelers filed reports





Aggregated Data

- W.Va.Code 5A-3C-13 and CSR 201-1 permit only aggregated data to be released to the public
- Total reported DTC advertising for WV for July - December 2007: **\$16,019,154.58** (disclosed by 46 [41.1%] of 111 reporting entities)
- Total reported payments to patient advocacy groups operating in WV: **\$31,675** (disclosed by 3 [2.7%] of 111 reporting entities; \$5,000, \$6,000, \$20,675)
- Total reported payments to licensed WV pharmacies: **\$13,469.10** (disclosed by 1 [0.9%] of 111 reporting entities)





Payments To Prescribers

- Manufacturers and labelers reported **14,933** gifts, grants or payments to prescribers
- 5,550 prescriber contacts were reported in the \$50 - \$1,250 category and one prescriber contact was reported in the \$51,250 - \$52,000 category





Clarification/Investigation of Reporting Areas

- Payments to third party vendors
- Payments to pharmacies for “compliance and persistency programs”
- Guidance on Continuing Medical Education
- Guidance on calculating WV share of DTC campaigns





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Questions...

Discussion...

Recommendations...





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The West Virginia Pharmaceutical Cost Management Council &
The Governor's Pharmaceutical Advocate Office

www.pharmacycouncil.wv.gov

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